Test Project

Design Brief

Jewellery

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Contents

Background 3
Design Brief 3
Mood Boards 5

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Background

Your client comes from a family with a long appreciation for fine jewellery. Among their most treasured possessions is a feather pendant; an heirloom piece commissioned by a relative in Shanghai during the 1930s, when the city was at the height of its Art Deco movement. In keeping with the tradition of the time, the original artisan was entrusted with creative freedom over one section of the piece; a decision that produced something the family has cherished ever since.

Art Deco is one of the most influential artistic movements of the 20th century, shaping design, architecture, fashion, and jewellery across the world. Inspired by modernity and geometry, Art Deco is defined by volume, symmetry, balanced curves, clean lines, and precise proportions. Its influence was truly global, and nowhere is this more visible than in Shanghai, which remains home to one of the finest collections of Art Deco architecture anywhere on earth.

Sadly, the pendant has recently been lost. Your client has come to you to have it recreated, and in honouring the spirit of the original commission, they are extending that same creative trust to you. Their only requirement is that your design reflects the Art Deco style and sits in harmony with the rest of the piece.

Design Brief

Design the focal point of this jewellery piece. The focal point must reflect the Art Deco theme.

Your design will be assessed for creativity in three areas:

1. Iterative Design Process – Show a clear progression of thought through words and drawings, from your first ideas through to your final design. This is required across the first three days of competition.

Day 1 (recommended time: 10 minutes)

- Produce four initial drawings, each with written callouts covering: materials, concept, construction notes, stones, settings, and any other relevant details.

Day 2 (recommended time: 10 minutes)

- Produce two drawings that develop your Day 1 ideas further. Include callouts covering: materials, concept, construction notes, stones, and settings.

Day 3 (recommended time: 30 minutes)

- Produce one final drawing with detailed callouts explaining how specific parts will be made, including construction notes, materials, stones, and settings.
- Include a short written explanation (a few sentences) describing where your concept or idea comes from.

2. Design Elements – Your finished piece must include all of the following physical elements, which will be assessed against the design requirements below:

(a) At least one formed component made from sheet or plate material (minimum 1, maximum 4).
(b) At least one saw-pierced element.
(c) One type of stone setting:
  A. A tapered princess cut setting (minimum two, i.e. "End Set", maximum four i.e.- claw set).
(d) One open gallery containing gallery posts (minimum four posts, maximum six posts).
(e) The finished piece must lie flat when assessed.

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(f) A written explanation of your motivation and inspiration for the design. This may be written as bullet points or a short paragraph.

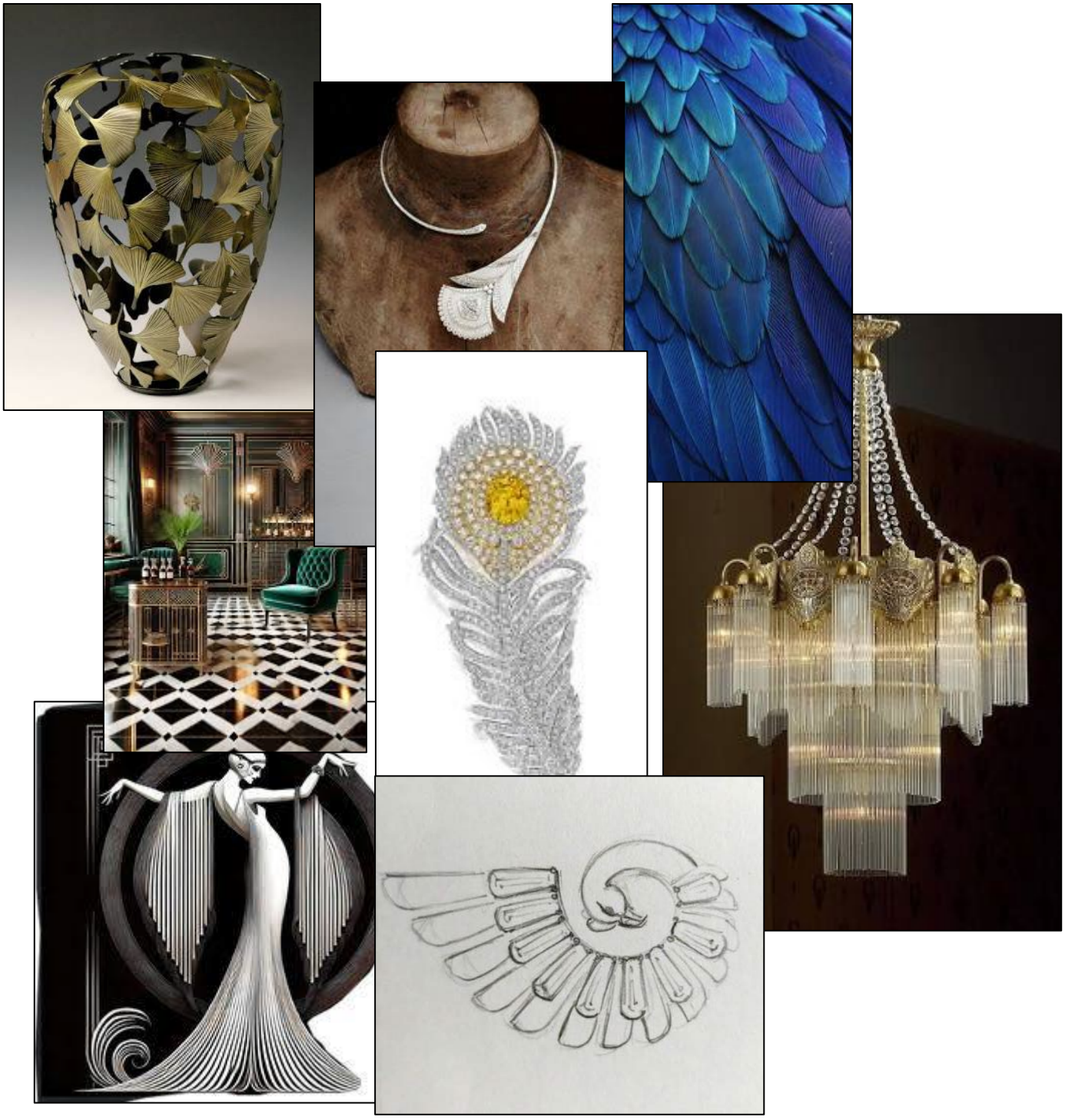
3. Cohesiveness – How well does the creative element complement the overall design?

- Does the finished piece successfully translate from a hand-drawn sketch into a three-dimensional object?
- What is the level of complexity? For example: is the piece a simple flat design, or does it include multiple components with depth and layering?

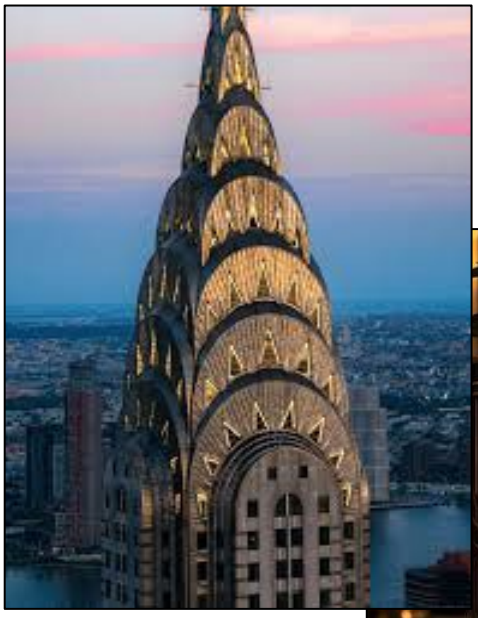
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Mood Boards

Refer to the mood board images on the following pages for visual inspiration.



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